

Station KTNV-TV LAS VEGAS, NV  
Advertiser ( ) .HOUSE MAJORITY PAC  
Product HOUSE MAJORITY PAC  
Estimate# 2127  
Buyer Laura Bassett  
Phone#  
Fax#

Agency ( ) WATERFRONT STRATEGIES  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 79/86/2127  
Flight Dates 10/21/2012 - 10/22/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

VER 3 ISSUE REVISE DAYS/DATES IN LNS 1-3,7-17,19-20 AND 22  
TOTAL REMAINS 19,300  
PLS CONFIRM ASAP  
THANKS,ANGELA

| LT  | Ln  | Day   | Time      | Program                             | Len   | Rate     | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-------|-----------|-------------------------------------|-------|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | -----     | -----                               | ----- | -----    | -----       | -----      | -----      | -----       | -----      | -----   |
|     | *1  | M     | 6A-7A     | ACTION NWS@6AM<                     | :30   | \$750.00 | 10/22-10/22 | 1          | 1          | 1           | \$750.00   |         |
|     |     |       |           | Buyline Comment: REVISED DAYS/DATES |       |          |             |            |            |             |            |         |
|     |     |       |           | Sales Remark: V3 REVISED DAYS/DATES |       |          |             |            |            |             |            |         |
|     |     |       |           | V3 More than 2 codes changed        |       |          |             |            |            |             |            |         |
|     | *2  | M     | 7A-9A     | GD MRN AMR-ABC<                     | :30   | \$750.00 | 10/22-10/22 | 2          | 1          | 2           | \$1,500.00 |         |
|     |     |       |           | Buyline Comment: REVISED DAYS/DATES |       |          |             |            |            |             |            |         |
|     |     |       |           | Sales Remark: V3 REVISED DAYS/DATES |       |          |             |            |            |             |            |         |
|     |     |       |           | V3 More than 2 codes changed        |       |          |             |            |            |             |            |         |
|     | *3  | M     | 430A-459A | ACTN NWS@430AM<                     | :30   | \$150.00 | 10/22-10/22 | 1          | 1          | 1           | \$150.00   |         |
|     |     |       |           | Buyline Comment: REVISED DAYS/DATES |       |          |             |            |            |             |            |         |
|     |     |       |           | Sales Remark: V3 REVISED DAYS/DATES |       |          |             |            |            |             |            |         |
|     |     |       |           | V3 More than 2 codes changed        |       |          |             |            |            |             |            |         |
|     | 4   | SU    | 6A-7A     | ACTN NWS SU@6A                      | :30   | \$750.00 | 10/21-10/21 | 1          | 1          | 1           | \$750.00   |         |
|     | 5   | SU    | 7A-8A     | GD MRN-SUN-ABC                      | :30   | \$850.00 | 10/21-10/21 | 2          | 1          | 2           | \$1,700.00 |         |
|     | 6   | SU    | 8A-9A     | ACTN NWS SU@8A                      | :30   | \$750.00 | 10/21-10/21 | 1          | 1          | 1           | \$750.00   |         |

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Salesperson ( ) ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

| LT  | Ln  | Day   | Time    | Program                             | Len  | Rate       | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-------|---------|-------------------------------------|------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | -----   | -----                               | ---- | -----      | -----       | -----      | -----      | -----       | -----      | -----   |
|     | *7  | M     | 9A-10A  | MORNING BLEND<                      | :30  | \$400.00   | 10/22-10/22 | 1          | 1          | 1           | \$400.00   |         |
|     |     |       |         | Buyline Comment: REVISED DAYS/DATES |      |            |             |            |            |             |            |         |
|     |     |       |         | Sales Remark: V3 REVISED DAYS/DATES |      |            |             |            |            |             |            |         |
|     |     |       |         | V3 More than 2 codes changed        |      |            |             |            |            |             |            |         |
|     | *8  | M     | 10A-11A | VIEW-ABC                            | :30  | \$1,000.00 | 10/22-10/22 | 1          | 1          | 1           | \$1,000.00 |         |
|     |     |       |         | Buyline Comment: REVISED DAYS/DATES |      |            |             |            |            |             |            |         |
|     |     |       |         | Sales Remark: V3 REVISED DAYS/DATES |      |            |             |            |            |             |            |         |
|     |     |       |         | V3 More than 2 codes changed        |      |            |             |            |            |             |            |         |
|     | *9  | M     | 12P-1P  | CHEW-ABC                            | :30  | \$850.00   | 10/22-10/22 | 2          | 1          | 2           | \$1,700.00 |         |
|     |     |       |         | Buyline Comment: REVISED DAYS/DATES |      |            |             |            |            |             |            |         |
|     |     |       |         | Sales Remark: V3 REVISED DAYS/DATES |      |            |             |            |            |             |            |         |
|     |     |       |         | V3 More than 2 codes changed        |      |            |             |            |            |             |            |         |
|     | *10 | M     | 1P-2P   | REVOLUTION-ABC                      | :30  | \$850.00   | 10/22-10/22 | 1          | 1          | 1           | \$850.00   |         |
|     |     |       |         | Buyline Comment: REVISED DAYS/DATES |      |            |             |            |            |             |            |         |
|     |     |       |         | Sales Remark: V3 REVISED DAYS/DATES |      |            |             |            |            |             |            |         |
|     |     |       |         | V3 More than 2 codes changed        |      |            |             |            |            |             |            |         |
|     | *11 | M     | 2P-3P   | GENRL HOSPITAL                      | :30  | \$350.00   | 10/22-10/22 | 1          | 1          | 1           | \$350.00   |         |
|     |     |       |         | Buyline Comment: REVISE DAYS/DATES  |      |            |             |            |            |             |            |         |
|     |     |       |         | Sales Remark: V3 REVISE DAYS/DATES  |      |            |             |            |            |             |            |         |
|     |     |       |         | V3 More than 2 codes changed        |      |            |             |            |            |             |            |         |
|     | *12 | M     | 3P-330P | MILLIONAIRE                         | :30  | \$500.00   | 10/22-10/22 | 1          | 1          | 1           | \$500.00   |         |
|     |     |       |         | Buyline Comment: REVISE DAYS/DATES  |      |            |             |            |            |             |            |         |
|     |     |       |         | Sales Remark: V3 REVISE DAYS/DATES  |      |            |             |            |            |             |            |         |
|     |     |       |         | V3 More than 2 codes changed        |      |            |             |            |            |             |            |         |
|     | *13 | M     | 4P-5P   | JUDGE JUDY                          | :30  | \$650.00   | 10/22-10/22 | 1          | 1          | 1           | \$650.00   |         |
|     |     |       |         | Buyline Comment: REVISE DAYS/DATES  |      |            |             |            |            |             |            |         |
|     |     |       |         | Sales Remark: V3 REVISE DAYS/DATES  |      |            |             |            |            |             |            |         |
|     |     |       |         | V3 More than 2 codes changed        |      |            |             |            |            |             |            |         |

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|-----|-----|-------|-----------|------------------------------------|------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | -----     | -----                              | ---- | -----      | -----       | -----      | -----      | -----       | -----      | -----   |
|     | *14 | M     | 330P-4P   | ACTION NEWS @ 330                  | :30  | \$500.00   | 10/22-10/22 | 1          | 1          | 1           | \$500.00   |         |
|     |     |       |           | Buyline Comment: REVISE DAYS/DATES |      |            |             |            |            |             |            |         |
|     |     |       |           | Sales Remark: V3 REVISE DAYS/DATES |      |            |             |            |            |             |            |         |
|     |     |       |           | V3 More than 2 codes changed       |      |            |             |            |            |             |            |         |
|     | *15 | M     | 5P-530P   | ACTION NWS@5PM<                    | :30  | \$900.00   | 10/22-10/22 | 1          | 1          | 1           | \$900.00   |         |
|     |     |       |           | Buyline Comment: REVISE DAYS/DATES |      |            |             |            |            |             |            |         |
|     |     |       |           | Sales Remark: V3 REVISE DAYS/DATES |      |            |             |            |            |             |            |         |
|     |     |       |           | V3 More than 2 codes changed       |      |            |             |            |            |             |            |         |
|     | *16 | M     | 6P-630P   | ACTION NWS@6PM<                    | :30  | \$1,000.00 | 10/22-10/22 | 1          | 1          | 1           | \$1,000.00 |         |
|     |     |       |           | Buyline Comment: REVISE DAYS/DATES |      |            |             |            |            |             |            |         |
|     |     |       |           | Sales Remark: V3 REVISE DAYS/DATES |      |            |             |            |            |             |            |         |
|     |     |       |           | V3 More than 2 codes changed       |      |            |             |            |            |             |            |         |
|     | *17 | M     | 630P-7P   | ACTION NWS@630<                    | :30  | \$1,100.00 | 10/22-10/22 | 1          | 1          | 1           | \$1,100.00 |         |
|     |     |       |           | Buyline Comment: REVISE DAYS/DATES |      |            |             |            |            |             |            |         |
|     |     |       |           | Sales Remark: V3 REVISE DAYS/DATES |      |            |             |            |            |             |            |         |
|     |     |       |           | V3 More than 2 codes changed       |      |            |             |            |            |             |            |         |
|     | 18  | SU    | 6P-630P   | ACTION NWS@6PM                     | :30  | \$800.00   | 10/21-10/21 | 1          | 1          | 1           | \$800.00   |         |
|     | *19 | M     | 7P-730P   | ACCESS HOLLYWD<                    | :30  | \$850.00   | 10/22-10/22 | 1          | 1          | 1           | \$850.00   |         |
|     |     |       |           | Buyline Comment: REVISE DAYS/DATES |      |            |             |            |            |             |            |         |
|     |     |       |           | Sales Remark: V3 REVISE DAYS/DATES |      |            |             |            |            |             |            |         |
|     |     |       |           | V3 More than 2 codes changed       |      |            |             |            |            |             |            |         |
|     | *20 | M     | 730P-8P   | MILLIONAIRE                        | :30  | \$850.00   | 10/22-10/22 | 1          | 1          | 1           | \$850.00   |         |
|     |     |       |           | Buyline Comment: REVISE DAYS/DATES |      |            |             |            |            |             |            |         |
|     |     |       |           | Sales Remark: V3 REVISE DAYS/DATES |      |            |             |            |            |             |            |         |
|     |     |       |           | V3 More than 2 codes changed       |      |            |             |            |            |             |            |         |
|     | 21  | SU    | 11P-1135P | ACTION NWS@11P<                    | :30  | \$1,500.00 | 10/21-10/21 | 1          | 1          | 1           | \$1,500.00 |         |

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| --- | --- | ----- | -----                              | -----    | ---- | -----    | -----       | -----      | ----       | -----       | -----      | -----   |
|     | *22 | M     | 1135P-1205A                        | NITELINE | :30  | \$750.00 | 10/22-10/22 | 1          | 1          | 1           | \$750.00   |         |
|     |     |       | Buyline Comment: REVISE DAYS/DATES |          |      |          |             |            |            |             |            |         |
|     |     |       | Sales Remark: V3 REVISE DAYS/DATES |          |      |          |             |            |            |             |            |         |
|     |     |       | V3 More than 2 codes changed       |          |      |          |             |            |            |             |            |         |

---REPORT TOTALS---

Report Totals: 25 / \$19,300.00

---SALES MONTHLY TOTALS---

Oct 12: 25 / \$19,300.00

Sales Totals: 25 / \$19,300.00

Station Totals: 25 / \$19,300.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

|               |          |      |    |      |     |      |     |      |     |      |    |
|---------------|----------|------|----|------|-----|------|-----|------|-----|------|----|
| Market Totals | \$64,333 | KBLR | 0% | KLAS | 32% | KSNV | 24% | KTNV | 30% | KTUD | 0% |
|               |          | KVCW | 0% | KVMY | 0%  | KVVU | 14% |      |     |      |    |

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE